



# The Meaning of Entrepreneurial Journalism Among Journalists of Mass Media Companies

Agung Pragitya Vazza\*<sup>1</sup>, Ahmad Mulyana<sup>1</sup>

<sup>1</sup>Mercu Buana University, Jakarta, Indonesia

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## Abstract

The development of communication technology allows journalists to publish journalistic content independently through personal accounts on social media and sharing platforms. Independent publication allows journalists to earn additional income exceeding their official salary as journalists in media companies. This practice indicated as entrepreneurial journalism often blurs the boundaries between journalistic and commercial aspects. This study aims to reveal the meaning of entrepreneurial journalism among journalists of mass media companies. This study uses the social construction of technology (SCoT) theory with Alfred Schutz's phenomenological method and a qualitative approach. The study results that journalists publish news through social media accounts and sharing platforms in various forms and content formats. The journalists practice entrepreneurial journalism because skills support their passion for mastering technological devices. Besides, they also achieve self-satisfaction from working independently. Journalists regard entrepreneurial journalism as a side job while upholding the journalistic aspect rather than the economic reason. Expectations and opportunities to earn additional income do not attract journalists practicing entrepreneurial journalism to ignore journalistic values and norms. Journalists prioritize creating and publishing quality news content by following the Journalistic Code of Ethics. Entrepreneurial journalism tends to be interpreted by journalists personally as a form of repositioning and self-actualization during social life

**Keywords:** Entrepreneurial Journalism; Journalists; Contents; Technology; Monetization.

## Introduction

Journalistic practices are undergoing a shift. Information and communication technology development has significantly changed how journalists work. The convergence process integrating media content such as writing, photos, and videos allows journalists to utilize their journalistic abilities individually.

Journalists can publish journalistic works personally through personal accounts on internet-based media, such as personal

blogs, social media, or other sharing platforms. Besides news, journalists publish opinions through comments or analyses on hot issues or events. Even though journalists still work for media companies, publishing personal journalistic works is still carried out.

This fact can be noticed in the channel on the Youtube video-sharing platform, which was published by Ilham Tirta, a journalist who still works at a national online media company. Ilham created a personal YouTube channel with the title of ScorpNews Channel.

\*Author Correspondence: Agung Pragitya Vazza, Email: [avazza7@gmail.com](mailto:avazza7@gmail.com)



On this channel, Ilham presents various information in Indonesia and abroad. The data is generated from news, stories, and documentation about law, politics, lifestyle, education, science, and technology.

Ilham, with his journalistic skills, collects information from various sources. This information is then broadcast on the ScorpNews channel in written, audio, and visual format (photos and video). ScorpNews appeared on Youtube in 2018, and until now, it is recorded as having more than 70 thousand subscribers with more than 12 million views. The number of subscribers and views opens opportunities for Ilham to earn additional income from displaying AdSense ads according to the provisions of the Youtube manager.

The phenomenon is similar to what Rottwilm (2014) described as entrepreneurial journalism. Rottwilm distinguishes the phenomenon of entrepreneurial journalism from the terminology of freelance journalism, in which journalists sell journalistic work to media companies based on specific contractual agreements. According to Rottwilm, entrepreneurial journalism is how journalists independently build and manage media to produce content and determine content distribution mechanisms through particular sites and blogs, including social media and sharing platforms.

Based on this terminology, entrepreneurship journalism places journalists, with their journalistic skills, able to self-employ. Journalists do not exclusively work for the benefit of media companies but also carry out journalistic activities for their benefit, including earning income. Journalists still working for media companies take advantage of the openness

and interconnectivity of low-cost platforms with the expectation of additional revenue. It became an attraction, so journalists started exploring entrepreneurial journalism.

Opening opportunities to earn additional income also allows journalists to carry out other activities supporting journalistic activities. Such raises issues of objectivity and news or information bias. According to Deuze and Witschge (2018), the development of entrepreneurial journalism is mainly due to the increasingly disappearing boundaries between the commercial and the editorial sides. In addition, as an implication of market demands related to the required content. Singers (2018) explain that journalists experience a business reorientation rooted in journalistic values, norms, and activities.

Deuze and Witschge also presented the opinions of Briggs (2012), which stated that under these conditions, journalists must improve their skills and abilities independently. Skills are needed so that, both independently and in collaboration, journalists can monetize content by connecting content and the public to capture opportunities. Along with this opinion, George (2022) explains the arguments of Cohen (2015) regarding the reorientation of journalists as individuals towards the ideology of business or entrepreneurship, more deeply connecting journalism with the market.

Studies by Berkey-Gerard (2012) explain this reorientation. The Berkey-Gerard study describes how three journalists in Philadelphia, United States (US), did not get the job they wanted at a media company. They collaborated to publish the TechnicallyPhilly.com blog in 2009, with content on technology issues related to business and policy in the Philadelphia area. In 2011, the blog earned

\$250,000 in revenue. Apart from advertising, the blog's income is also obtained from organizing events. Berkey-Gerard cites Slocum (2009), who mentions the three journalists as prototypes of entrepreneurial journalism.

Based on the study, it is understood that journalists who independently manage, produce, and distribute content are required to promote their journalistic works and find business models to finance their publications. The goal is to increase the readability and circulation of content. Journalists rely on the high readability of content to generate income.

The presentation emphasizes the economic background related to journalists' entrepreneurial journalism practices. According to Block and Landgraf (2016), as quoted by Singer (2018), independence and self-realization remain the most significant background. Journalists still carry traditional values of how news should be presented. Journalists believe they understand what information is best for the public and can deliver it.

This explanation indicates journalists can implement entrepreneurial journalism with different backgrounds and situations. This difference raises different perceptions of journalists in interpreting entrepreneurial journalism. Based on this difference, research questions can be raised about what is the background for journalists to accomplish entrepreneurial journalism and how meaning becomes the basis for orientation for journalists to publish news and information independently, journalistic or business values.

Previous entrepreneurial journalism studies focused on entrepreneurial

journalism in terms of social support, personal skills, education, content, and the journalists profession. According to Yunus (2017), journalists carry out journalistic tasks regularly. Their job is to search for and write news to be conveyed to the public through online media. Furthermore, Yunus explained that journalists could be categorized as professionals because the profession is their main livelihood in joining a media company, so they are bound, tend to be idealistic-political, and have the dedication to the journalism profession.

Reporters mentioned (Lewis, 2019) refers to the group of workers who are involved and play a key role, both as reporters and writers, in compiling and disseminating news. Reporters explained (Deuze & Witschge, 2018b) tend to be self-reliant and see themselves as public, objective, and independent service providers. In addition, journalists consider themselves trustworthy, commit to news actuality, have a social responsibility, and adhere to a code of ethics. Conceptually, this understanding of journalists is relevant to journalism in the convergence era.

Journalistic activity has traditionally been associated with institutions that regularly publish information and issues of public interest. (Vos, 2018) explains Schudson's (2012) view of journalism as a business and the practice of regularly producing and disseminating information on important issues of public interest. Witschge & Harbers (2019) explain that journalism which for decades has been understood as a practice inherent in classical institutional structures enters a significant shift and links journalism as a new entrepreneur. Rules relating 'to entrepreneurship' and 'journalism' are

becoming more prominent than traditional media institutions. This linkage needs to be revised to maintain the role and function of conventional journalism, which prioritizes conveying information to the public rather than generating income or profit.

Entrepreneurial journalism is explained by Linden et al. (2021) based on the opinions of Mark Briggs (2012), seen in individual journalists with digital technology capabilities and tools manifested in new forms of journalism. This phenomenon covers particular fields, is presented in a new way and format, and builds a new relationship with the audience. Mark Briggs, a pioneer of entrepreneurial journalism, examines the term entrepreneurial journalism to describe the combination of journalistic activity and entrepreneurship.

This explanation indicates that entrepreneurial journalism has no equality with profit-oriented institutional or organizational structures. Much literature distinguishes entrepreneurial journalism from freelance practices for a particular medium. Even though they have similar activities, entrepreneurial journalism does not produce content for third parties who will distribute it. Journalists produce content then self-publish the content. It distinguishes journalists of entrepreneurial journalism from freelance journalists and journalists who work entirely for media companies.

In line with this opinion, Singer (2018) also explains the terminology of entrepreneurial journalism as an entrepreneurial entity that carries out a journalistic mission and is separate from traditional media institutions. Quoting Baines and Kennedy (2010), Singer distinguishes entrepreneurial journalism from freelance

and other journalistic products, which at a certain level, have minimal independence.

A similar view of entrepreneurial journalism was put forward (Clarke, 2022). Clarke refers to journalism entrepreneurs in the digital age that are independent and not run and managed by the government or supported by the government, operating as a business that upholds professional standards as much as possible. This understanding can explain how the two sectors that previously seemed separate are now two interacting sides; Entrepreneurial journalism includes the journalistic side of entrepreneurship or the entrepreneurial side of journalism.

Khajeheian (2017), citing the view of Shane and Venkataraman (2000), explains that entrepreneurship is developing opportunities to introduce new products or services by managing markets, processes, and raw materials that did not exist before. Khajeheian also cites the view of Birch (1987), which emphasizes job creation as a result of entrepreneurship. Also, the opinions of Leibenstein (1968) are focused on efficiency as a vital element of entrepreneurship. Khajeheian then mentioned that the most critical aspect of entrepreneurship involves individuals with low (financial) capital.

Many studies show that the presence of the internet can reduce production costs and open up opportunities for direct contact with consumers. The internet also offers individuals tools and technologies to work as independent entrepreneurs. In the media context, Khajeheian explained that media entrepreneurship is individuals or small businesses that use their and other parties' resources to create new values. This creation is accomplished by taking advantage of opportunities to offer new products or

services, with new production processes and distribution channels, to markets where media is the primary interactive channel.

In a journalistic context, Willemsen et al. (2021) cite Barnes and Scheepers (2018), stating that entrepreneurship related to journalism is a consequence of changes in news consumption, content creation, and closeness (engagement) with consumers. This change is an opportunity to implement new values in the market or social order and make it sustainable. In this situation, the role of individual journalists is even more explicit because they can find identity as independent entrepreneurs outside of media companies (Ahva & Steensen, 2019).

Based on all the explanations above, entrepreneurial journalism is an effort by journalists as individuals who produce content outside of media companies and find ways to monetize journalistic works by utilizing internet-based media and having interactive characteristics with audiences (consumers).

The existence of new communication technology provides opportunities for many people to carry out various activities on the internet, such as creating blogs and social networks and searching for different information. The development of communication technology and the internet allows individuals to create and share their content through social media.

This fact puts technology as the main factor. The study of technology itself is divided into three approaches: innovation studies, history of technology, and sociology of technology. The approaches to innovation studies and the history of technology see technological developments linearly. In

comparison, the sociology of technology provides a perspective that technology results from social interaction. This last approach raises the Social Construction of Technology (SCoT) concept.

Conceptually, Bijker et al. (2012) explained that SCoT is an essential part of the study of science and technology, which seeks to analyze technology as a result of the social shaping of technology. In other words, technology is a social product; therefore, SCoT emphasizes the role of society and social interaction with technology rather than the other way around. The SCoT framework explains the birth of technology due to social construction. Bijker stated that SCoT includes four components: interpretive flexibility, relevant social groups, closure and stabilization, and the broader context.

Interpretive flexibility focuses on the flexibility of social groups to interpret technological artifacts. This flexibility is not only about how individuals interpret technological artifacts but also about how these technological artifacts are designed and used. (Nathalia & Irwansyah, 2018) It cites the views of Klein and Kleinmann (2014), who state that technical design is an open process, giving rise to different interpretations depending on the social conditions in the technology development process.

Relevant social groups are the grouping of individuals with an identical understanding and meaning of a technological artifact so that it can be categorized as an appropriate social group. These social groups can explain, even become reasons, why a technological artifact can survive and continue to develop. Ultimately, the norms and values adopted by a social group will influence the meaning given by that social group to a technological artifact.



Differences in the meaning of social groups that are relevant to the technological artifacts contribute to the development of technological artifacts. For example, in internet-mediated communication, e-mail and chat technologies do not develop to be open, so they become more personal and private. Meanwhile, the technology of blogs, microblogging, and social networks continues to grow to be honest and interactive like social media. These differences in technological artifacts emerge as a response to the needs of various relevant social groups.

Closure and stabilization are understood as achieving a shared understanding of social groups relevant to technological artifacts. Relevant social groups will interpret how a technological artifact should be created and used differently. The various interpretations translated into multiple variants of technological artifacts gradually converge to produce variants of technological artifacts that are acceptable to relevant social groups. The elaboration process involving several groups is the beginning of achieving closure (closure stabilization), where the artifact is stable in its final form.

Broader contexts are the context of technological artifacts and interrelationships with the wider sociopolitical environment. A social group's sociocultural and political situation is considered to play a role in shaping the group's values and norms in interpreting a technological artifact. Overall, the basic concept of SCoT places technological artifacts as an open process in which the social, cultural, and political environment plays an important role.

This article aims to reveal the conscious experience and meaning of entrepreneurial journalism practices among journalists

of mass media companies. The conscious experience of journalists is essential for understanding entrepreneurial journalism as a new journalistic practice.

## Method

This study uses a qualitative approach with a constructivist paradigm and a phenomenological method. The method is used to understand how humans construct essential meanings and concepts about their world. Phenomenology assumes that individuals actively interpret their experiences and understand the world based on their experiences (Littlejohn et al., 2017). Phenomenology is the study of knowledge that comes from consciousness or the way individuals understand objects and events by consciously experiencing them. In other words, a phenomenon is comprehended from the perspective of the individual who experiences it. Phenomenology explains the meaning of an individual's life experience related to a phenomenon or a symptom (Creswell & Creswell, 2018). This explanation indicates that the essence of phenomenology is the experience of several individuals who experience a phenomenon or a phenomenon.

Phenomenology is a science that Edmund Husserl initially developed. However, in subsequent developments, Alfred Schutz paid more attention to the development of phenomenology. Schutz became a social scientist who linked the phenomenological approach with social science. Schutz pioneered the phenomenological approach as an analytical tool to capture phenomena in the social world (Ulhaq et al., 2021). Schutz developed a more systematic, practical, and

comprehensive phenomenological approach to capture various phenomena in the social world.

Furthermore, (Kuswarno in Febrina 2019) explains that Schutz's phenomenological method reveals social life as an inter-subjective and meaningful experience. Humans will always find awareness experienced by other humans. The experience experienced by a person is not only for himself but also for others.

Schutz described making a model of human action through typification, which refers to activity, behavior, speech, and personality as a way of expressing phenomena. Meanwhile, to explore the meaning of the types of action is to know and divide the two motives (Hamzah, 2020), which are the reasoning and the objective motive. The reasoning motive becomes the human background in carrying out specific actions. The objective explanation is the goal to be achieved by humans in carrying out a particular activity.

This explanation can be comprehended; Schutz notices phenomenology as the formation of meaning, based on awareness and experience, of social phenomena or actions. Substances can be formed from everyday human activities, where humans can construct these meanings through the conscious experience of a phenomenon.

Furthermore, the data analysis in this study examines two of Schutz's motives in informants. Sugiyono (2022) states that the informant should be involved in the activity or phenomenon under investigation. Based on this explanation, this study determines Ilham Tirta as an informant. Ilham Tirta is a journalist for a national mainstream

media company that personally created the ScorpNews Youtube channel to publish news and information. Ilham Tirta's approval to become an informant was given because the writer needed to reveal the identity of the mainstream media company where he worked. The informants were determined using a purposive technique to dig up the depth of information needed. Data was collected through interviews with Ilham Tirta, an actor directly involved with entrepreneurial journalism. Apart from interviews, the writer observed news and information publications on the ScorpNews Youtube channel.

## Results

The period in which journalism was produced, consumed, and monetized, along with the development of communication technology, underwent rapid changes—the process of journalistic production, both where and who makes it, has become very dispersed. Journalists no longer publish news and information through the media companies where they work but also broadcast through personal accounts on social media or video-sharing platforms such as Youtube.

Ilham Tirta, a 35-year-old journalist, has had a journalism career for over ten years. Ilham currently works for a national mainstream online media company. Besides working for a media company, Ilham also created a personal account on YouTube to publish various information and news. Based on the results of an interview with Ilham as a research informant on February 1, 2023, it is planned to refrain from publishing news and information through this personal account.

*"I created a Youtube account initially to watch YouTube. In 2018, I found a video editing application and learned to*

*edit videos. Once I can, I try to create news content".*

The momentum occurred around November 2018 when there was a massacre of around 30 road workers in Papua kidnapped and slaughtered by the Armed Criminal Group (KKB). At that time, He only published photos and text, but suddenly it went viral.

Since then, Ilham has published information and news with the title ScorpNews as his personal YouTube channel. The second momentum that made ScorpNews attract more and more viewers was the crash of a plane belonging to one of the national private airlines. The first video about this event captured one hundred thousand viewers. The number increased when ScorpNews broadcast an informational video about the plane's pilot, which reached 800 thousand of viewers.

Ilham broadcasts the videos by summarizing all the information from the national mainstream media, including the press where he works and other sources. Ilham also does the same process for finding sources of photos and video clips. All the news and information are processed and broadcast by ScorpNews in written, audio, and video forms. Ilham duplicates all videos published on ScorpNews, after verifying them, including going to official non-commercial institutions.

During its development, the number of ScorpNews viewers increased. Ilham could monetize news and information video content that was broadcast—from the beginning of ScorpNews, showing informational and news videos until the content could be monetized for a long time. About 11 months after publishing the first news content, He got his first income from Youtube. The amount is

around IDR 1.6 million. In 2018, the highest income earned was around IDR 23 million a month, although it has fluctuated since then.

The significant income achieved resulted from the accumulation of viewers and an increase in the number of subscribers of the ScorpNews channel, which in turn brought in a lot of advertisements (ad-sense). According to Ilham, the existence of YouTube due to technological development is significantly helpful for journalists. According to Ilham, the income of journalists in Indonesia needs to be more promising, and many media companies still need to pay their journalists optimally. According to Ilham, the existence of Youtube opens opportunities for journalists to earn additional income.

In further developments, Ilham, with a significant income, wants to focus beyond the ScorpNews channel. Even though he can earn more than the income from the media company he works for, Ilham decides not to make ScorpNews his main livelihood.

Ilham took this decision against the backdrop of a conflict of interests. On the one hand, there is the interest of the media company where he works; on the other hand, ScorpNews, which he manages independently, is more promising for high income.

*"That conflict of interest ultimately made me less greedy on Youtube. Finally, I decided to pursue something other than income from Youtube. If there is a big issue, I prioritize publishing it in the media company where I work. Significant problems reported are still interesting to be presented on Youtube. I have to focus first on my work for a media company and then think about how to deal with these issues on YouTube".*

Ilham feels confident with the journalistic skills that he can manage and process issues published by the mainstream



media so that they are still interesting to broadcast on ScorpNews. Ilham already has journalist competency certification from the Indonesian Press Council as a Main Journalist. This certification is also the basis for Ilham to maintain the values of the Journalistic Code of Ethics in publishing news on ScorpNews.

Ilham's abilities and competencies include adhering to the Journalistic Code of Ethics. It is also the main reason Ilham is not Publishing news videos that are bombastic and national.

*"The code of ethics is integrated within me. On Youtube, I see a lot of information garbage and bombastic title but no facts. They only deceive the audience. I can also educate through Youtube. So, I still maintain journalistic values. I consider my content on Youtube as journalistic work. It must be verified, explicit, and not contrived. Despite the excellent income opportunity, I still see that there are boundaries that I, as a journalist, should never cross. I am trying to maintain it rather than chasing the economy".*

The opportunity to earn more from the ScorpNews channel on Youtube did not make Ilham make YouTube his main livelihood. Ilham admits that he never thought of making YouTube his primary source of income.

*"Youtube is my side job and passive income, even though it is much bigger than the income from his media company. I can get legality as a journalist for the media company where I work. Even though you can get more income from Youtube, that is not the goal. I always thought image and personal qualities were more important than money. Indeed some needs must be met, but I can get them from Youtube as a side job. I make quality content for more viewers to watch to generate income".*

With his skills and competencies, Ilham, a journalist for a national mainstream online media company, can manage his Youtube channel to present various news

and information. ScorpNews, as a personal channel, opens opportunities for Ilham to earn more than the income from the salary of the media company where he works. Ilham continues to make ScorpNews a side job while upholding the values, norms, and Journalistic Code of Ethics.

## Discussion

The internet and communication technology have allowed journalists to produce and publish information (news) independently. New media, such as social media and sharing platforms, are becoming accessible and inexpensive channels for news content distribution for journalists. The entire process of information and news production to distribution and publication can be carried out by journalists independently, without going through media companies.

This reality can be caught on the ScorpNews Youtube channel, managed independently by Ilham Tirta, a journalist who still works for a national mainstream online media company. Ilham Tirta has more than ten years of journalistic experience and has a "Wartawan Utama" certification (top tiers of journalists competency certification) from Press Council. It indicates that Ilham Tirta has the ability and competence to manage media independently by creating a personal ScorpNews channel on YouTube.

Information and news published through ScorpNews summarize the news the mainstream media broadcasts. Ilham processes all information and publishes it in written and audio-visual form through ScorpNews. These publications can attract a large number of viewers and subscribers to ScorpNews. From its first publication in

November 2018 to February 2023, the number of ScorpNews subscribers has reached around 70,400, with over 12 million views.

The number of viewers and subscribers becomes the basis for monetizing the content of the ScorpNews channel. During the same period, the ScorpNews channel achieved the highest monthly revenue, around IDR 23 million. This income is more significant than Ilham's income or salary from the mainstream media company where he works.

The phenomenon of ScorpNews, which is managed independently by journalists outside of media companies, reflects the practice of entrepreneurial journalism. Ilham Tirta, as a journalist, uses his journalistic skills and competencies as social capital to publish news on Youtube independently. Ilham produces the content to be broadcast and determines how the content is presented, distributed, and monetized.

These symptoms align with the opinions of Briggs (2012), as cited in Deuze & Witschge (2018a), which states that under these conditions, journalists are required to improve their skills and abilities independently. So, both independently and in collaboration, journalists can monetize content in different ways and formats and seize opportunities. Before opening the ScorpNews channel, Ilham Tirta first studied software specifically for video editing.

Ilham Tirta's management of ScorpNews as a journalist personally describes a shift in the world of journalism. Journalism comprehended as a practice inherent in classical institutional structures for decades, can now be associated with journalists personally as an opportunity to link entrepreneurship and journalism (Witschge

& Harbers, 2019b).

Lindén et al. (2021b) explain the phenomena of entrepreneurial journalism based on the argument of Briggs (2012). It can be noticed in efforts to make individuals with digital technology capabilities and tools manifest them in new forms of journalism with a specific scope of fields, in new ways and formats, and building new closeness with the audience. As one of the leading pioneers of entrepreneurial journalism, Mark Briggs uses the term entrepreneurial journalism to explain the combination of journalistic and entrepreneurial activities.

From SCoT's perspective, as manager of ScorpNews, Ilham Tirta has digital technology capabilities and tools, specifically video editing software and a personal YouTube channel. Ilham Tirta initially used the private YouTube channel exclusively to watch various video shows on Youtube. After learning and studying video editing software, Ilham Tirta started experimenting with presenting news with the channel name ScorpNews. In this stage, there is interpretive flexibility in video editing software and the Youtube channel as a technological artifact.

After publishing several news videos, they went viral, and the number of ScorpNews viewers grew. Ilham Tirta realized that ScorpNews could become a public source of information and news. Conversely, the increase in viewers and subscribers indicates that the public has made ScorpNews a statement and information reference. At this stage, a relevant social group was formed, in which both Ilham Tirta as a journalist, and the public understood ScorpNews as a technological artifact as a news publisher and news source for the people.

The shared understanding of ScorpNews as a Youtube channel and a technology artifact provider of news and publication is a stage of closure and stabilization. At this stage, both Ilham Tirta and viewers and subscribers can accept how a technological artifact should be made and used. ScorpNews is final and stable in its current form. Next, the stage of the broader context occurs. Ilham Tirta feels that ScorpNews, with the continued increase of viewers and subscribers, as a journalist, is not only a space for conveying his ideology but also provides additional income from monetizing news content.

Creating a personal channel on Youtube with the name ScorpNews can provide more significant income for Ilham Tirta than the income from the media company where he works. This reality did not drive Ilham to divert his primary income from media companies to YouTube. Ilham feels a conflict of interest between prioritizing news for his media company or his YouTube channel. Ilham chose to prioritize the interests of the media company where he works.

Based on the results of the interviews, there were two reasons revealed. First, Ilham felt he was getting legality as a journalist by working at a media company. When there is big news, Ilham prioritizes publishing the information through the media company where he works. Second, Ilham sparingly pursued income from Youtube because he saw the ScorpNews channel as only a side job.

Ilham still considers what is published in ScorpNews as journalistic work in doing this side job. This assumption underlies Ilham's to publish news that must be verified, clear, not contrived, and not bombastic. When posting news and personal information on ScorpNews, Ilham is guided by the Journalistic

Code of Ethics and the boundaries a journalist may not violate.

This guideline is essential for Ilham, who also aims to educate the public about how to publish information via YouTube. In addition, Ilham regards his image and personal qualities as a journalist as far more important than money. Ilham emphasized that significant income from the ScorpNews channel was not a goal. For Ilham, producing quality news content to get many viewers and subscribers is more important than just chasing significant income from ScorpNews.

Schutz's phenomenology as a method for analyzing a social phenomenon examines typification, which refers to the reasoning and objectives motives. The reasoning motive is the background of the individual taking specific actions. The objective reason is the goal the individual wants to achieve in particular activities. Ilham, as a journalist, realizes that life's necessities must be met, so he needs a side job. This condition is the background for Ilham as a journalist who publishes news through ScorpNews on Youtube.

Based on the interview data, Ilham's decision to publish news through ScorpNews, his personal YouTube channel, includes reasoning and objective motives. The reasoning motive tends to be private, specifically maintaining one's self-image and quality as a journalist and not pursuing as much income as possible. Meanwhile, the objective motives included reflecting the relationship between journalists as individuals and journalism as a social product, namely applying values, norms, normative standards, and the essence of journalism to educate the public.

Ilham's conscious experience as a

journalist who publishes news through his Youtube channel indicates journalists' attempts to reconceptualize the type of work that can be accomplished with the expectation of additional income. The economic aspect is the background for Ilham's actions to create a personal ScorpNews channel on Youtube as a side job. In practice, Ilham, as a journalist, continues to prioritize ideology and journalistic values over commercial aspects. This study also shows how the conscious experience of journalists seeks to educate audiences about real journalistic work.

## Conclusion

Overall, entrepreneurial journalists can create new economic values. Journalists publish news through social media accounts and sharing platforms in various forms and content formats. The study results reveal that journalists practice entrepreneurial journalism because of a love for their work supported by skills in mastering technological devices. Besides that, it also achieves self-satisfaction that is obtained from working independently.

Journalists view entrepreneurial journalism as a side job while upholding the journalistic aspect rather than the economic reason. Expectations and opportunities to earn additional income do not attract journalists practicing entrepreneurial journalism to ignore journalistic values and norms. Journalists prioritize creating and publishing quality news content by following the Journalistic Code of Ethics. Entrepreneurial journalism tends to be interpreted by journalists personally as a form of repositioning and self-actualization during social life.

This study has limitations. More than the data collected from previous research and other scientific data sources is needed to reveal how journalists understand and interpret the practice of entrepreneurial journalism. Extracting and deepening data focuses more on journalists' journalistic abilities and competencies. Further research is needed, focusing on business models journalists apply in entrepreneurial journalism as an essential aspect of news production and distribution without ignoring journalistic values and norms.

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